



Counties: Winston, AL



2000 Total Population	24,843
2000 Group Quarters	306
2008 Total Population	24,605
2013 Total Population	24,438
2008 - 2013 Annual Rate	-0.14%



2000 Households	10,107
2000 Average Household Size	2.43
2008 Households	10,280
2008 Average Household Size	2.36
2013 Households	10,304
2013 Average Household Size	2.34
2008 - 2013 Annual Rate	0.05%
2000 Families	7,286
2000 Average Family Size	2.89
2008 Families	7,328
2008 Average Family Size	2.86
2013 Families	7,274
2013 Average Family Size	2.85
2008 - 2013 Annual Rate	-0.15%



<b>2000 Housing Units</b>	12,502
Owner Occupied Housing Units	64.7%
Renter Occupied Housing Units	16.1%
Vacant Housing Units	19.2%
<b>2008 Housing Units</b>	13,183
Owner Occupied Housing Units	62.9%
Renter Occupied Housing Units	15.1%
Vacant Housing Units	22.0%
<b>2013 Housing Units</b>	13,416
Owner Occupied Housing Units	61.8%
Renter Occupied Housing Units	15.0%
Vacant Housing Units	23.2%

## Median Household Income

2000	\$28,020
2008	\$32,716
2013	\$35,417

## Median Home Value

2000	\$53,248
2008	\$77,624
2013	\$80,640

## Per Capita Income

2000	\$15,738
2008	\$17,847
2013	\$19,182

## Median Age

2000	38.0
2008	40.2
2013	42.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Winston, AL****2000 Households by Income**

Household Income Base	10,125
< \$15,000	26.5%
\$15,000 - \$24,999	18.0%
\$25,000 - \$34,999	17.8%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	12.9%
\$75,000 - \$99,999	4.5%
\$100,000 - \$149,999	2.9%
\$150,000 - \$199,999	0.8%
\$200,000+	0.8%
Average Household Income	\$38,192

**2008 Households by Income**

Household Income Base	10,280
< \$15,000	21.4%
\$15,000 - \$24,999	16.1%
\$25,000 - \$34,999	15.2%
\$35,000 - \$49,999	19.9%
\$50,000 - \$74,999	16.3%
\$75,000 - \$99,999	5.5%
\$100,000 - \$149,999	3.5%
\$150,000 - \$199,999	1.1%
\$200,000+	1.0%
Average Household Income	\$42,364

**2013 Households by Income**

Household Income Base	10,304
< \$15,000	19.9%
\$15,000 - \$24,999	14.8%
\$25,000 - \$34,999	14.7%
\$35,000 - \$49,999	18.6%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	6.5%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	1.1%
\$200,000+	1.1%
Average Household Income	\$45,096

**2000 Owner Occupied HUs by Value**

Total	8,087
<\$50,000	47.0%
\$50,000 - 99,999	33.2%
\$100,000 - 149,999	9.3%
\$150,000 - 199,999	4.0%
\$200,000 - \$299,999	3.8%
\$300,000 - 499,999	1.2%
\$500,000 - 999,999	0.9%
\$1,000,000+	0.6%
Average Home Value	\$80,747

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	1,941
With Cash Rent	75.2%
No Cash Rent	24.8%
Median Rent	\$230
Average Rent	\$225

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Winston, AL



## 2000 Population by Age

Total	24,843
0 - 4	6.2%
5 - 9	6.6%
10 - 14	6.8%
15 - 19	6.6%
20 - 24	5.4%
25 - 34	13.6%
35 - 44	15.1%
45 - 54	14.0%
55 - 64	11.5%
65 - 74	8.0%
75 - 84	4.6%
85+	1.6%
18+	76.3%

## 2008 Population by Age

Total	24,605
0 - 4	6.3%
5 - 9	6.2%
10 - 14	6.1%
15 - 19	5.7%
20 - 24	5.2%
25 - 34	12.7%
35 - 44	14.8%
45 - 54	14.4%
55 - 64	13.2%
65 - 74	8.8%
75 - 84	4.7%
85+	1.8%
18+	77.8%

## 2013 Population by Age

Total	24,438
0 - 4	6.2%
5 - 9	5.9%
10 - 14	6.2%
15 - 19	6.0%
20 - 24	5.0%
25 - 34	11.0%
35 - 44	13.7%
45 - 54	15.7%
55 - 64	13.9%
65 - 74	9.3%
75 - 84	5.0%
85+	2.0%
18+	78.1%

## 2000 Population by Sex

Males	49.0%
Females	51.0%

## 2008 Population by Sex

Males	49.2%
Females	50.8%

## 2013 Population by Sex

Males	49.2%
Females	50.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Winston, AL

**2000 Population by Race/Ethnicity**

Total	24,843
White Alone	97.3%
Black Alone	0.4%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	0.9%
Two or More Races	0.8%
Hispanic Origin	1.5%
Diversity Index	8.1

**2008 Population by Race/Ethnicity**

Total	24,605
White Alone	96.4%
Black Alone	0.4%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	1.5%
Two or More Races	1.0%
Hispanic Origin	2.5%
Diversity Index	11.6

**2013 Population by Race/Ethnicity**

Total	24,438
White Alone	95.6%
Black Alone	0.4%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	2.0%
Two or More Races	1.2%
Hispanic Origin	3.3%
Diversity Index	14.5

**2000 Population 3+ by School Enrollment**

Total	24,024
Enrolled in Nursery/Preschool	1.1%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	11.7%
Enrolled in Grade 9-12	4.9%
Enrolled in College	2.6%
Enrolled in Grad/Prof School	0.3%
Not Enrolled in School	78.0%

**2008 Population 25+ by Educational Attainment**

Total	17,314
Less than 9th Grade	13.0%
9th - 12th Grade, No Diploma	18.7%
High School Graduate	37.4%
Some College, No Degree	17.2%
Associate Degree	4.2%
Bachelor's Degree	5.0%
Graduate/Professional Degree	4.6%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Winston, AL****2008 Population 15+ by Marital Status**

Total	20,004
Never Married	16.4%
Married	63.7%
Widowed	8.1%
Divorced	11.7%

**2000 Population 16+ by Employment Status**

Total	19,544
In Labor Force	58.2%
Civilian Employed	54.5%
Civilian Unemployed	3.6%
In Armed Forces	0.1%
Not in Labor Force	41.8%

**2008 Civilian Population 16+ in Labor Force**

Civilian Employed	92.2%
Civilian Unemployed	7.8%

**2013 Civilian Population 16+ in Labor Force**

Civilian Employed	92.9%
Civilian Unemployed	7.1%

**2000 Females 16+ by Employment Status and Age of Children**

Total	10,052
Own Children < 6 Only	8.1%
Employed/in Armed Forces	4.2%
Unemployed	0.6%
Not in Labor Force	3.4%
Own Children < 6 and 6-17 Only	6.4%
Employed/in Armed Forces	3.6%
Unemployed	0.5%
Not in Labor Force	2.2%
Own Children 6-17 Only	17.8%
Employed/in Armed Forces	11.4%
Unemployed	1.4%
Not in Labor Force	5.1%
No Own Children < 18	67.6%
Employed/in Armed Forces	25.1%
Unemployed	1.6%
Not in Labor Force	41.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.

**Counties: Winston, AL****2008 Employed Population 16+ by Industry**

Total	9,173
Agriculture/Mining	3.7%
Construction	7.7%
Manufacturing	29.0%
Wholesale Trade	2.6%
Retail Trade	12.7%
Transportation/Utilities	8.3%
Information	0.6%
Finance/Insurance/Real Estate	3.8%
Services	28.8%
Public Administration	2.9%

**2008 Employed Population 16+ by Occupation**

Total	9,173
White Collar	42.4%
Management/Business/Financial	9.0%
Professional	12.5%
Sales	10.5%
Administrative Support	10.4%
Services	12.3%
Blue Collar	45.2%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	9.3%
Installation/Maintenance/Repair	5.5%
Production	14.8%
Transportation/Material Moving	14.5%

**2000 Workers 16+ by Means of Transportation to Work**

Total	10,428
Drove Alone - Car, Truck, or Van	80.9%
Carpooled - Car, Truck, or Van	13.6%
Public Transportation	0.2%
Walked	1.4%
Other Means	0.9%
Worked at Home	3.0%

**2000 Workers 16+ by Travel Time to Work**

Total	10,428
Did Not Work at Home	97.0%
Less than 5 minutes	5.5%
5 to 9 minutes	15.9%
10 to 19 minutes	28.8%
20 to 24 minutes	10.5%
25 to 34 minutes	14.8%
35 to 44 minutes	5.0%
45 to 59 minutes	6.5%
60 to 89 minutes	4.3%
90 or more minutes	5.6%
Worked at Home	3.0%
Average Travel Time to Work (in min)	26.4

**2000 Households by Vehicles Available**

Total	10,107
None	7.7%
1	30.1%
2	38.2%
3	16.5%
4	5.6%
5+	1.9%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Winston, AL****2000 Households by Type**

Total	10,107
Family Households	72.1%
Married-couple Family	59.6%
With Related Children	25.7%
Other Family (No Spouse)	12.5%
With Related Children	8.3%
Nonfamily Households	27.9%
Householder Living Alone	25.6%
Householder Not Living Alone	2.3%

Households with Related Children	34.0%
Households with Persons 65+	25.5%

**2000 Households by Size**

Total	10,107
1 Person Household	25.6%
2 Person Household	35.1%
3 Person Household	19.1%
4 Person Household	13.9%
5 Person Household	4.6%
6 Person Household	1.2%
7+ Person Household	0.5%

**2000 Households by Year Householder Moved In**

Total	10,107
Moved in 1999 to March 2000	17.0%
Moved in 1995 to 1998	26.2%
Moved in 1990 to 1994	17.1%
Moved in 1980 to 1989	16.8%
Moved in 1970 to 1979	10.7%
Moved in 1969 or Earlier	12.2%
Median Year Householder Moved In	1993

**2000 Housing Units by Units in Structure**

Total	12,502
1, Detached	59.9%
1, Attached	0.8%
2	1.9%
3 or 4	2.0%
5 to 9	1.2%
10 to 19	0.2%
20+	0.4%
Mobile Home	33.5%
Other	0.3%

**2000 Housing Units by Year Structure Built**

Total	12,502
1999 to March 2000	3.0%
1995 to 1998	10.0%
1990 to 1994	11.0%
1980 to 1989	20.6%
1970 to 1979	24.1%
1969 or Earlier	31.2%
Median Year Structure Built	1978

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

**Counties: Winston, AL****Top 3 Tapestry Segments**

1.	Southern Satellites
2.	Rooted Rural
3.	Heartland Communities



**2008 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$12,741,261
Average Spent	\$1,239.42
Spending Potential Index	46
Computers & Accessories: Total \$	\$1,253,526
Average Spent	\$121.94
Spending Potential Index	51
Education: Total \$	\$5,973,465
Average Spent	\$581.08
Spending Potential Index	42
Entertainment/Recreation: Total \$	\$23,843,560
Average Spent	\$2,319.41
Spending Potential Index	62
Food at Home: Total \$	\$30,688,857
Average Spent	\$2,985.30
Spending Potential Index	61
Food Away from Home: Total \$	\$20,321,338
Average Spent	\$1,976.78
Spending Potential Index	58
Health Care: Total \$	\$29,497,200
Average Spent	\$2,869.38
Spending Potential Index	70
HH Furnishings & Equipment: Total \$	\$12,086,741
Average Spent	\$1,175.75
Spending Potential Index	51
Investments: Total \$	\$3,704,854
Average Spent	\$360.39
Spending Potential Index	36
Retail Goods: Total \$	\$173,088,532
Average Spent	\$16,837.41
Spending Potential Index	62
Shelter: Total \$	\$76,868,637
Average Spent	\$7,477.49
Spending Potential Index	48
TV/Video/Sound Equipment: Total \$	\$8,451,486
Average Spent	\$822.13
Spending Potential Index	57
Travel: Total \$	\$9,986,287
Average Spent	\$971.43
Spending Potential Index	52
Vehicle Maintenance & Repairs: Total \$	\$6,219,474
Average Spent	\$605.01
Spending Potential Index	61

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.